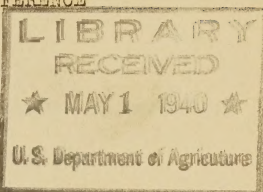


PROGRAM OF
SOUTHEASTERN STATES INTRA-REGIONAL EXTENSION CONFERENCE
Roanoke Hotel
Roanoke, Virginia

February 19-20, 1940

Monday Forenoon - February 19



John R. Hutcheson, Director of Extension, Virginia, Presiding.

9 - 12:30 How Are We Meeting Our New Responsibilities as Extension Supervisors?
C. E. Brehm, Director of Extension, Tennessee.

Discussion:

What Must the District Agent Do To Relate More Closely the Extension Responsibilities of the County Agent to Programs of Other Government Agencies?

T. R. Bryant, Assistant Director of Extension, Kentucky.
Miss Margaret Ambrose, Assistant Director of Extension, Tennessee.

What Must the Specialist Do?

J. H. McLeod, Assistant Director of Extension, Tennessee.

Discussion:

L. B. Altman, District Agent, North Carolina.
Miss Bama Finger, District Agent, Tennessee.
B. A. Warriner, District Agent, Virginia.
Miss Zelma Monroe, District Agent, Kentucky.

Monday Afternoon - February 19

2 - 4:30 Personnel Problems.

Setting and Maintaining Supervisory Standards for County Extension Agents:

John W. Goodman, Assistant Director of Extension, North Carolina.
Miss Myrtle Weldon, State Home Demonstration Agent, Kentucky.

Discussion:

Might Involve Qualifications, Salary Scales, Promotions;
How Are We Going To Use the Assistant County Agents;
Supervisory Contacts and Relationships.

What Can District Agents Do To Strengthen County Extension Agent Supervision?

A. B. Harmon, District Agent, Tennessee.
Mrs. Helen M. White, Assistant State Leader, Kentucky.

Discussion:

Might Include the Principal Functions of a District Supervisor, and Objectives of Supervision.

MEMORANDUM FOR THE SECRETARY OF DEFENSE

Subject: [Illegible]

Date: [Illegible]

Reference: [Illegible]

1. [Illegible]

2. [Illegible]

3. [Illegible]

4. [Illegible]

5. [Illegible]

6. [Illegible]

7. [Illegible]

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10. [Illegible]

11. [Illegible]

12. [Illegible]

13. [Illegible]

14. [Illegible]

15. [Illegible]

Monday Evening - February 19

I. O. Schaub, Director of Extension, North Carolina, Presiding.

7 - 9 p. m. What Are the Anticipated Goals of the New Agricultural Conservation Program?

Hon. Grover B. Hill, Assistant Secretary of Agriculture.

What Part Will the Extension Service Play in Agricultural Conservation?

H. W. Hochbaum, Chief, Division of Field Coordination, Extension Service, U. S. Department of Agriculture.

What Are the Functions of the Extension Organization and Policy Committee of the Association of Land-Grant Colleges, and How Can the States Aid the Committee With Its Work?

Discussion leaders:

C. E. Brehm, Director of Extension, Tennessee.

Dr. I. O. Schaub, Director of Extension, North Carolina.

Tuesday Forenoon - February 20

C. E. Brehm, Director of Extension, Tennessee, Presiding.

9 - 12:30 State Program Development.

What Do We Mean by a Coordinated State Program and How Do We Get It?

Dr. Thomas P. Cooper, Director of Extension, Kentucky.

Miss Ruth Current, State Home Demonstration Agent, North Carolina.

Discussion:

Might include Functions and Responsibilities of Men and Women District Agents in County Program Development.

Fundamental Principles and Procedures Involved in Planning County Agricultural Programs:

F. S. Sloan, District Agent, North Carolina.

Miss Helen Cullens, District Agent, Tennessee.

Jesse Hammerley, Home Demonstration Agent, Virginia.

William H. Lyne, County Agent, Virginia.

Discussion:

Might involve such topics as What Is the Relation of County Extension Program to the "County Agricultural Program"; How and By Whom Should Major Extension Activities Be Determined, Recent Improvements in Program Development Procedure Learned Through Experience During Past Two Years; Is Individual Farm and Home Planning a Desirable Activity?

Section 1 - Introduction

1. The purpose of this report is to provide a comprehensive overview of the current state of the industry and to identify key trends and challenges. This report is intended for the use of senior management and is based on a thorough analysis of the available data and information.

2. The report is organized into several sections, each of which addresses a specific aspect of the industry. The first section provides a general overview of the industry and its key players. The second section discusses the current state of the market and the factors that are driving growth. The third section identifies the key challenges that the industry is facing and provides recommendations for how to address these challenges. The fourth section discusses the future of the industry and the opportunities that are available.

3. The data and information used in this report were obtained from a variety of sources, including industry associations, government agencies, and independent research firms. The data was analyzed using a variety of statistical techniques, and the results were used to develop the conclusions and recommendations presented in this report.

4. It is important to note that this report is based on the information available at the time of writing and is not intended to be a definitive statement on the future of the industry. The industry is constantly evolving, and new challenges and opportunities are likely to arise in the future. Therefore, it is important to continue to monitor the industry and to be prepared to adapt to change.

Section 2 - Market Overview

2.1 Market Size and Growth

The market for [industry] is currently valued at [value] and is expected to grow at a rate of [rate] over the next five years. This growth is driven by a number of factors, including increasing demand for [product/service], technological advancements, and a growing number of new entrants in the market.

2.2 Key Players

The key players in the market are [list of companies]. These companies are responsible for a significant portion of the market's output and are the primary drivers of innovation and growth in the industry.

2.3 Market Structure

The market is characterized by a high degree of competition and a relatively low barrier to entry. This has led to a large number of small and medium-sized companies, as well as a few large, established players. The market is also characterized by a high degree of volatility and a rapid pace of change.

2.4 Key Trends

There are several key trends that are shaping the market, including the increasing importance of digital technology, the growing emphasis on sustainability, and the increasing focus on customer experience. These trends are likely to continue to shape the market in the future.

2.5 Challenges and Opportunities

There are several challenges that the industry is facing, including the need to address environmental concerns, the need to improve efficiency and productivity, and the need to attract and retain talent. However, there are also many opportunities available, including the potential for new products and services, the potential for new markets, and the potential for new business models.

Tuesday Afternoon - February 20

1 - 3:30 Land Use Planning.

Progress Being Made on Correlation of Local Planning Activities of the Agencies Working With Farm People on Related Farm and Home Problems:

Dr. I. O. Schaub, Director of Extension, North Carolina.

Miss Maude E. Wallace, Assistant Director of Extension, Virginia.

Discussion:

How May We Use Discussion Groups in Bringing About a Better Understanding of Our Farm and Home Problems and the National Programs for Agriculture?

Duncan Wall, Chief, Regional Contact Section, Agricultural Adjustment Administration.

Miss Helen Ricks, District Agent, Virginia.

Adjourn.

